CLAIMS

What is claimed is:

1.   A method of analyzing a performance of websites on an Internet, the method comprising:

5   building a first database of navigation histories of client computers on the Internet;

processing the navigation histories in the first database to generate relevant website traffic data;

storing the relevant website traffic data in a second database; and

querying the second database to generate a report indicative of website

10 performance, the report being generated in accordance with user provided criteria.

2.   The method of claim 1 wherein the navigation histories include uniform resource locators of web pages received in the client computers.

3.   The method of claim 1 wherein the navigation histories include domain names of websites visited using the client computers.

15 4.   The method of claim 1 wherein processing the navigation histories includes removing unreliable data.

5.   The method of claim 4 wherein the unreliable data include navigation histories of short term consumers.

6.   The method of claim 1 wherein the first database comprises a data warehouse

20 and the second database comprises a datamart.

7.   The method of claim 1 wherein the report includes traffic information of websites in a particular category of websites.

8.   The method of claim 1 further comprising:

delivering advertisements to the client computers.

5   9.   The method of claim 1 wherein the report includes website cross-traffic information.

10.   The method of claim 1 wherein the report includes information about traffic to a set of uniform resource locators specified in the user provided criteria.

11.   The method of claim 1 wherein the second database includes aggregated

10   navigation data.

12.   The method of claim 1 wherein processing the navigation histories in the first database includes removing navigation histories that have nonsensical data.

13.   The method of claim 1 wherein the navigation histories are from client programs configured to deliver advertisements over the Internet.

15   14.   A software tool for analyzing website traffic on an Internet, the tool comprising:

a first database configured to receive navigation histories of client computers on the Internet;

a submission module configured to receive reporting criteria from a user; and

a report creation module configured to generate a report in accordance with the

20   reporting criteria, the report being based on the navigation histories.

15.   The software tool of claim 14 further comprising a report status module configured to provide a status of a report requested by way of the submission module.

16.   The software tool of claim 14 further comprising:

a second database configured to receive relevant website traffic data, the

5   relevant website traffic data being obtained by processing the navigation histories; and

wherein the report is generated by querying the second database.

17.   A method of analyzing a performance of locations on a computer network, the method comprising:

collecting navigation histories of client computers on a computer network;

10   processing the navigation histories to obtain relevant navigation data; and

generating a report in accordance with user provided criteria, the report being based on the relevant navigation data and indicative of a performance of a location on the computer network.

18.   The method of claim 17 wherein the navigation histories include uniform resource

15   locators of web pages received in the client computers.

19.   The method of claim 17 wherein the navigation histories include domain names of websites visited using the client computer.

20.   The method of claim 17 wherein the computer network includes an Internet.

21.   The method of claim 17 wherein processing the navigation histories include

20   removing data from unreliable samples.

22.   The method of claim 17 wherein the data from unreliable samples include data from short term users.

23.   The method of claim 17 wherein the navigation histories are stored in a data warehouse and the relevant navigation data are stored in a datamart.

5   24.   The method of claim 17 wherein the report includes traffic information of websites in a particular category of websites.

25.   The method of claim 17 wherein the report includes website cross traffic information.